

Skin Sense

facts from the experts

Winter Skin Care: Tips To Help You

(NAPSA)—It happens like clockwork every winter: The skin-care products that worked wonders just a couple of months earlier, many people find, lose their effectiveness against the dry air and harsh winds of winter.

“As moist summer air becomes drier, your skin changes and you lose moisture,” explains Sheldon R. Pinnell, M.D., the J. Lamar Callaway Professor Emeritus of Dermatology at Duke University and a consultant to SkinCeuticals.

How to prevent and treat such common cold weather skin problems as chapped lips, dry, dull skin—even sunburn? Here are some winter skin-care tips you may warm up to:

- **Moisture boost.** While you can protect the rest of your body with clothing, the face is constantly exposed to the harsh winter climate. Try switching your moisturizer to a richer formula, such as SkinCeuticals Emollience, formulated with rare Brazilian marine extracts and natural botanicals to nourish, hydrate and restore moisture to the skin. You can also use a few drops of a hydrating serum, such as SkinCeuticals Hydrating B5 Gel. It’s rich in hyaluronic acid (which attracts 1,000 times its own weight in water) to give your skin an “instant drink of water.”

- **Buff, polish and firm.** “The environment provides a certain amount of moisture in the summer, but it’s not doing that in the winter—and the cold weather tempts us to take long, hot showers, which dries us even more,” says Dr. Pinnell.

Stick to lukewarm showers, the doctor advises, and avoid harsh exfoliants to get rid of that flaky skin—they can strip your skin’s natural oils. Gently exfoliate your arms, legs,

chest and back with a product such as SkinCeuticals Body Polish to rid yourself of dull, dead skin cells; follow with a moisturizer to nourish, firm, hydrate and protect skin.

- **Gentle cleansing.** Preserve the natural oils in your skin with a mild, non-drying cleanser that deeply cleans your pores, lifts out impurities and rinses away excess oils without stripping your skin. Check for formulas with botanical extracts, to leave skin refreshed and revitalized.

- **Lip service.** The skin on your lips is more delicate than the rest of your body. To keep lips moisturized, smooth and protected, apply SkinCeuticals Antioxidant Lip Repair each night before going to bed, or each morning under your SPF-fortified lipstick.

- **Winter sun safety.** Think sunburns only occur in summer? Think again! “You often forget to protect yourself from the sun in winter, which is a problem wherever you live,” says Dr. Pinnell.

Even on cloudy, snowy days, damaging UVB and UVA rays penetrate the atmosphere and can damage your skin—especially at higher elevations. To protect your skin each day—whether you’re on the ski slopes, sledding or simply out for a winter walk—use a broad-spectrum, physical sunblock containing microfine zinc oxide, such as SkinCeuticals Daily Sun Defense SPF 20. For added protection from long-range UVA rays, apply a combination antioxidant serum daily, such as Primacy C+E, with your sunscreen.

SkinCeuticals products are available through dermatologists, plastic surgeons and licensed skin-care professionals, or by calling 1-800-811-1660. For more information, or to place an order, visit www.skinceuticals.com.

